

SWEAT | SMILE | REPEAT



Company Profile

www.sweatsmile.co.za





Our Past

Sweat.Smile first opened its door in 2013. The main goal was to create a safe space for people who did not like going to the gym, who felt lonely in their workout time and who wanted to be accepted in their skin. "I never imagined that a hobby and a small idea, would turn into such a large business. My coaches and their teams have made me so proud and I love what I do every single day. You would be surprised to see what people, above 50 years of age, can do with their bodies, just by having the right mindset." says Ashleigh, owner and founder of Sweat.Smile Wellness Group.

Our Present

Today Sweat.Smile Wellness Group has over 4 branches over the Western Cape and recently decided to expand our family in Pretoria, Gauteng. We have 6 lovely coaches and have made over 100's of people happy with our workouts. In 2021 we also launched morning sessions to our schedule and clients have been loving it. Who doesn't want to have a refreshing morning workout, while seeing the sunrise?

Our Future

We have so many amazing plans for the future and would love to carry our footprint all over South Africa. Our enjoyment is solely based on how happy our clients are. To be able to help more people reach their goals and discover their own beauty would definitely be the end goal.

We Sweat. We Smile. We Shine!

What We Do



W H A T
W E
D O

01.

Exercise & Wellness

Our main focus is body movement. We are very proud to have grown into 4 divisions and in the making of more. Fitness, Yoga, Step Aerobics and Pilates is our current focus, with Dance, Kids fitness and many more wellness genres to come.

02.

Workshops

The most important thing, next to keeping an active lifestyle and moving your body as much as possible, is knowing why you do it. This is the purpose of our workshops, to educate people to expand their knowledge and what the importance & purpose is for working on a specific muscle.

03.

Shop

We have an online shop, where the main focus is to sell health and wellness products. We are very cautious and selective to what we sell to our customers, thus the process of growing the shop is time consuming, however, very effective. We currently sell fitness apparel, fitness equipment and a small selection of wellness products.



Our Value

All our coaches are qualified/certified in their field of teaching and went through a strict probation period to get approval on customer satisfaction. Customer satisfaction is so important to us that we have pre-scheduled weekly management meetings, monthly team meetings and quarterly one-on-one coach meetings. All meeting minutes have actions with strict deadlines and are always carried out with major success rates.

Vision

We have always worked hard to someday have branches all over South Africa with trusted, accepting and qualified coaches. This will follow with a large inventory of branded apparel, equipment, oils, and natural supplements. It will also be a very proud moment for us to be able to have owned studios for our sessions, workshops and events.

Mission

Our current mission is to find a space for our Pinelands branches where we can provide our customers with a calm, secure and accepting environment. We have to rely on share facilities and this is holding us back from providing more convenient times slots and more sessions. We also have challenging times during winter period and our mission is to maintain the best level of service and motivation we can, to keep customers consistent.



Founder & Owner
Coach Ashleigh



Coach Este



Coach Liam



Coach Laura



Coach Lashara



Coach Krischka



Coach Alex



Coach Satara



Coach Tamzin

Our Services

Fitness

Pilates

**Step
Aerobics**

**Kids
Soccer**

**Hatha
Yoga**

**Vinyasa
Yoga**

**Chair
Yoga**

**Dance
Fitness**



Giving back

We have quarterly events for 1-3 hours on a Saturday. All events are priced with a very affordable fee and donations are always welcome, and all funds are giving to a charity of our choice. Our preferred facilities are normally animal shelters, cancer facilities, CANSA, and Elderly care facilities. We are also always open to helping any association who reach out to us.



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Sweat.Smile were nominated top 5 Best Places To Sweat in 2022 on the KFM Best of the Cape Awards. We are working hard to be Number 1 in 2023.



Our Details



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